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CONVENIENT COCKTAIL CO

Ready-to-use dried cocktail garnishes, made by bartenders

Highlights

1. We leased a fully built food facility outside Atlanta on October 1st which increases our capacity 5x
2. Product sales reaching 20+ US states through distribution, wholesale & direct sales channels.
3. Revenue grew 51% year-over-year, from $124.8K in 2024 to $188.6K in 2025.
4. We've grown entirely by word of mouth.

5 In the Hyatt Shaken & Stirred beverage program guide since 2024.

6 Our garnishes go into drinks at the Westin, the Ritz-Carlton, Gaylord Hotels, Hyatts, and Emeril's.

7 Founded by working bartenders, with a combined 20+ years behind the bar.

Team



Devin Chapnick CEO SPV Voting Proxy

Bartender for 10+ years in Denver and Chattanooga, from craft beer to running bar programs at Sage Hospitality, Common House and Night Pearl Tiki Bar. Started Convenient Cocktail Co to solve for bar prep pain points, and went full-time in 2024.

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Caitlin Chapnick COO

Runs the business side: process, quality, and regulatory compliance. Before CCC she managed quality operations at Medallion and worked in QA at symplr. Magna cum laude in International Relations from Texas State University.

Pitch Deck





Memo

Hi, we're Convenient Cocktail Co.

We're Devin and Caitlin Chapnick, and we make dried fruit garnishes for cocktails: dehydrated lime, lemon, orange and grapefruit, plus apple and pineapple. Open the bag, drop one on the drink, and it looks like you spent $16 on it.

We're based in Chattanooga, Tennessee. Bars, hotels, restaurants, and home mixologists in 20+ states use our garnishes. Now we're getting ready to make a lot more of them.

Why we started this

Josh Mongoven, former Convenient Cocktail co-owner and founder of Mean Jeen's Cocktail Dive, said it best: "Drinks are fun, but bar prep sucks."

We've worked behind bars for years. Before every shift, someone slices a pile of fresh fruit. A lot of it turns brown and gets thrown out by the end of the night. Then you do it all again tomorrow.

The cost of fruit jumps around too. In our deck we show a case of limes going for anywhere from $50 to $120 depending on the season. When you run a bar, you can't plan around that.

So we built what we wanted when we were bartending. In our words: "Founded by

working bartenders, we make our products to provide affordable, consistent, and convenient garnishes."

Dehydrated cocktail garnishes are just the beginning, though. Our goal is to be the go-to solution for ready-to-use cocktail ingredients in the nation, alleviating unnecessary prep so bars can focus on what makes their cocktail programs unique.

What we make

- **Core line:** dried lime, lemon, orange, grapefruit and apple wheels, plus pineapple half-moons, full-moons and new quarter-moons. They come in bags of 10 to 500, depending on the fruit.
- **Scarlet line:** apple and pineapple with a bright red color that comes from real hibiscus tea, not artificial dye.
- **Shelf stable:** they last for years, and they're best within 2 years of the pack date. That means no browning, no waste and no prep.

For a bar, that means the same cost per garnish all year. It also means less fruit thrown out, fewer hours spent on prep, and garnish costs you can actually track.

Who uses us

Hyatt has used us as a preferred supplier since 2024 in their Shaken & Stirred beverage program best practices guide. Our garnishes also go into drinks at the Westin, The Ritz-Carlton, Gaylord Hotels, Emeril's Restaurants, Casa Bonita, and Sage Hospitality venues. Close to home, you'll find us at neighborhood bars around Chattanooga like Mean Jeen's and Chattanooga Whiskey, and on the shelves at Imbibe Wine & Spirits and Riverside Wine & Spirits.

We sell mostly through distributors, with a smaller subsection through our website and through the wholesale marketplace Faire. We've never paid for ads.

What's next: Atlanta

Rather than spend three times as much building out a replacement facility, we jumped on the serendipitous opportunity to acquire a turnkey manufacturing operation outside of Atlanta that will increase our production capacity by 10x

operation outside of Atlanta that will increase our production capacity by 10x. This strategic purchase transformed an unavoidable relocation expense (moving out of the small business incubator) into a major growth opportunity.

With more room, we want to improve our sustainability and expand our repertoire beyond just dehydrated cocktail garnishes:

1. **Fresh juice** for bars and restaurants, delivered direct in the Atlanta area.
2. **"Super juice"** made from the peels. One case of limes gives about 5.5 liters of fresh juice, and about 25 liters of super juice. It keeps for about three weeks.
3. **Rim powders** made from what's left.

That's three products from one fruit. We also plan to concurrently add a shelf-stable fruit purée to our distribution channels, filling out our portfolio and expanding our utility to hospitality programs across the country.

The honest part

We're a small family business. We've put everything we earn back into the company and haven't paid ourselves at all in almost a year, relying on Caitlin's outside Project Management work to keep a roof over our heads and our two kids healthy and happy. To get ready for Atlanta, we took on short-term "bridge" financing, which is a loan meant to carry us until we raise longer-term money. Part of this raise pays that off so our cash goes into making product instead of covering interest fees.

Why we're raising from our community

Bartenders, bar owners, and people who love a good drink built this company by telling each other about us. We'd like those people to own a piece of what comes next.

What the money is for

- **Paying off our bridge financing** for the Atlanta move
- **Working capital for Atlanta**, which means the cash to buy fruit, hire and train a crew, and start selling more ready-to-use cocktail ingredients to bars and restaurants

and restaurants

The deal

- **What you'd get:** A revenue share. You put money in, and we pay investors a small slice of our sales every quarter until you've gotten back a set multiple of what you invested. You don't own part of the company. You get paid from our sales instead of waiting for us to be sold someday.
- **Revenue share:** 2.5% of revenue until investors get back 2x their money
- **Goal:** $124,000
- **Investment minimum:** $100
- If our sales are slow, payments are smaller and paying you back takes longer. If we don't make enough, you might not get all your money back.

Risks we want you to know

We're a small company that is about to open a second, much bigger plant in a new state. Moving production and launching new products like fresh juice is hard. It can cost more or take longer than we plan. A few big customers and distributors account for a lot of our current sales. Fruit prices, food-safety rules and the hospitality business can all affect us. Investing in a small private company is risky. You may not be able to sell your investment, and you might not get your money back. Only invest what you're OK losing.

Cheers!

Thank you for helping make beautiful cocktails easier. We really couldn't have made it this far without the love and support of the people who believe in us and our mission.

Devin, Caitlin, & the Convenient Cocktail crew